

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

APPLICATION OF BUSINESS OPTIONS, INC. FOR A)	
CERTIFICATE OF PUBLIC CONVENIENCE AND)	CASE NO.
NECESSITY TO PROVIDE RESOLD INTRASTATE)	96-093
TELECOMMUNICATIONS SERVICES)	

O R D E R

On March 13, 1996, Business Options, Inc. ("Business Options") filed its application with the Commission seeking a Certificate of Public Convenience and Necessity to provide intrastate, long-distance telecommunications services as a reseller within the Commonwealth of Kentucky.

Business Options is an Illinois corporation proposing to resell the services of carriers currently certified within the Commonwealth of Kentucky in accordance with the terms and conditions set forth in its tariff. Business Options does not seek authority to provide operator-assisted telecommunications services.

Business Options employs no intrastate transmission or reception telecommunications equipment or facilities in the performance of its services, and all intrastate facilities, equipment, and networking will be provided by the underlying carrier. Business Options will not construct any new facilities in the Commonwealth of Kentucky.

The information provided by Business Options demonstrates its financial, managerial, and technical capability to provide intrastate, long-distance telecommunications service. The proposed

rates filed March 13, 1996, and amendments filed April 23, 1996, should be approved as the fair, just and reasonable rates to be charged with the modifications noted herein.

In Administrative Case No. 306,¹ the Commission stated the importance of eliminating possible customer confusion arising from the name of the billing service, rather than the name of the provider of telecommunications services, appearing on the bill. Accordingly, Business Options should ensure that its name appears prominently on all bills issued to customers for services rendered by it.

The Commission, having considered the application, the information provided by Business Options, and being otherwise sufficiently advised, HEREBY ORDERS that:

1. Business Options be and it hereby is granted authority to provide intrastate, long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.

2. Business Options shall comply with the provisions of the Orders in Administrative Case No. 323.²

3. Business Options shall ensure that its name appears prominently on all bills issued to customers for services rendered by it.

¹ Administrative Case No. 306, Detariffing Billing and Collection Services, Order dated April 30, 1990.

² Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Interexchange Carriers, and WATS Jurisdictionality.

4. Business Options' authority to provide service in the Commonwealth of Kentucky is strictly limited to those services described in this Order and in Business Options' application.


5. The rates and charges proposed by Business Options are hereby approved pending the following modification:

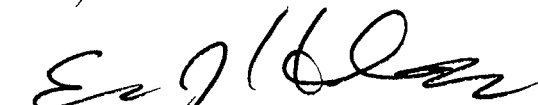
To comply with 807 KAR 5:006, Section 8(3)h, amend Original Sheet No. 23, 2.6.3 to reflect that any payment received is to be first applied to the bill, and the company cannot assess penalty charges on unpaid penalty charges.

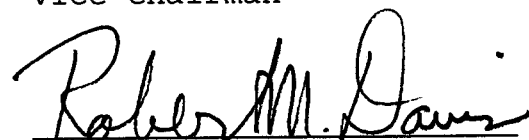
6. Within 30 days from the date of this Order, Business Options shall file its tariff sheets in accordance with 807 KAR 5:011.

Done at Frankfort, Kentucky, this 11th day of June, 1996.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director